

MARGE'S LITTLE LULU VOL. 1 NO. 67 – JANUARY 1954

Front Cover Observations

Marge's Little Lulu Vol. 1 No. 67 (January 1954)



Photo Validation

- The photo is clear, evenly lit, fully framed, and adequate for evaluation.

Overall Scene & Composition

- The cover depicts two illustrated characters skiing downhill together on a single pair of wooden skis, angled diagonally across the page to suggest downhill motion.
- One character stands at the front with arms extended forward, while the second character stands close behind, leaning inward as both descend the slope.
- Motion lines trail behind the skis and figures, emphasizing speed and movement over snow.
- The background is minimal, consisting primarily of an off-white field with stylized blue snow strokes beneath the skis.

Condition & Surface Characteristics

- Moderate spine wear is visible along the left edge, including stress lines and small areas of color thinning.
- Edge wear appears along the bottom and right margins, with light corner rounding.
- A shallow crease is visible near the lower portion of the cover, intersecting the ski area.
- Minor surface scuffing and small specks are present in the off-white background.

Color & Printing Quality

- Colors remain strong and well-saturated, especially the red clothing, green scarf, and blue snow accents.
- Linework is crisp with no visible misregistration.
- Ink coverage appears even across both figures and background elements.

Paper Condition

- Light to moderate age toning is visible across the cover, more pronounced near the edges.
- No moisture rippling, staining, or paper lifting is evident.
- The paper appears flexible with no signs of brittleness.

Overall Impression

An energetic and visually appealing winter-themed front cover with strong color retention and clear printing. Moderate spine and edge wear, light creasing, and minor surface scuffing are present, but the cover remains structurally sound and attractive for a 1954 Golden Age issue.

Back Cover Observations

Marge's Little Lulu Vol. 1 No. 67 (January 1954)

"SPARK UP!
fake out that
pass defender!"
said **TOM FEARS**
STAR END, LOS ANGELES RAMS

SEE-I DIDN'T FAKE UNTIL THE LAST MOMENT, THEN I CUT AND WENT BY YOU, AND TO KEEP SPARKIN'...

KEEP IN SHAPE, THAT MEANS LOTS OF REST, PRACTICE AND GOOD FOOD. FOR BREAKFAST I RECOMMEND WHEATIES- REAL ENERGY FOOD!

BET WHEATIES WILL SPARK ME, TOO!

"I FOUND AN END HAD TO SHAKE OFF DEFENDERS TO CATCH PASSES. TOM FEARS SHOWED ME HOW."

GOT IT! THAT WHEATIES SPARK SURE HELPS!

NICE FAKING- YOU'RE SPARKIN' NOW!

There's a whole kernel of Wheat in every Wheaties flake!

- ✓ WHOLE WHEAT FOR GROWTH
- ✓ WHOLE WHEAT FOR ENERGY
- ✓ WHOLE WHEAT FOR STAMINA

SPARK UP WITH WHEATIES!

Get this photo and look for different champion pictures in other Dick Costello's.

"Fears" and "Sparkin'" are trademarks of Dick Costello's. "Wheaties" and "Wheaties Champion" are trademarks of General Mills.

Photo Validation

- The photo is clear, evenly lit, fully framed, and adequate for evaluation.

Overall Scene & Composition

- The back cover is a full-page Wheaties advertisement arranged in a comic-panel layout.
- The main headline reads **"SPARK UP!"** followed by the phrase **"fake out that pass defender!"** attributed to a football player identified in printed text.
- Multiple illustrated action panels depict football practice and gameplay scenarios, including passing, blocking, and defensive maneuvers.
- A breakfast scene appears in one panel showing a character seated at a table with a bowl and a Wheaties box.
- A large photographic image occupies the lower left portion of the page as part of the promotional layout.
- The bottom right features a bold product slogan reading **"SPARK UP with WHEATIES!"** alongside a cereal box illustration.

Condition & Surface Characteristics

- Light edge wear is visible along the top and right margins.
- Mild corner rounding appears at all four corners.
- Small surface specks and faint handling marks are present in lighter background areas.
- No tears, folds, creases, or missing material are visible.

Color & Printing Quality

- Colors remain strong and saturated, especially reds, yellows, blues, and greens in the illustrated panels.
- Linework is clean and well-defined with no visible misregistration.
- Text remains sharp and fully legible throughout the page.
- The photographic element prints cleanly with clear contrast.

Paper Condition

- Light, even age toning is present along the edges.
- The paper surface appears smooth with no moisture rippling or staining.
- Paper remains flexible with no signs of brittleness.

Overall Impression

A clean and visually strong back cover advertisement with bold graphics, clear printing, and only mild age-related edge wear. The page remains structurally sound and well-preserved for a 1954 Dell comic.

Inside Pages Observations

Marge's Little Lulu Vol. 1 No. 67 (January 1954)



POSTMASTER: Please send notice on Form 3578 and copies returned under Label Form 2870 to 463 Ninth Avenue, New York 1, N. Y.

MARGE'S LITTLE LULU, Vol. 1, No. 67, January, 1954. Published monthly by Dell Publishing Co., Inc., 251 Fifth Ave., New York 16, N. Y.; George F. Delacorte, Jr., President; Helen Meyer, Vice-President; Albert P. Delacorte, Vice-President. Registered as second-class matter December 15, 1945 at the Post Office at New York, N. Y., under the Act of March 3, 1879. Subscription in U. S. A., \$1.00 per year, single copies, 10 cents; foreign subscriptions, \$2.00 per year. Canadian subscriptions \$1.20 per year. Subscription Service: 10 West 53rd Street, New York 1, N. Y. Copyright, 1954, by Maryjane Henderson Duck. All rights reserved. Printed in U. S. A. Designed and produced by Weston Printing & Lithographing Co.

CHANGES OF ADDRESS should reach us five weeks in advance of the next issue date. Give both your old and new address enclosing if possible your old address label.

Photo Validation

- The photos are clear, evenly lit, fully framed, and adequate for evaluation.
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Inside Page Set 1 – “The Dolly’s Ghost”

Overall Scene & Composition

- The page opens with a title banner reading **“The Dolly’s Ghost.”**
- A character places a doll on top of a large rock in an outdoor setting, prompting curiosity and concern from others.
- Subsequent panels show characters returning to the rock, discovering the doll has moved, and speculating about how it could have changed position.
- A group of children gathers around the rock, examining clues and reacting to the unexplained movement.
- The sequence escalates into playful chaos as characters attempt to defend themselves and investigate further.

Condition & Surface Characteristics

- Heavy oxidation is visible along the page edges and margins.
- Minor surface speckling appears in lighter background areas.
- No tears, folds, or missing material are visible.

Color & Printing Quality

- Colors remain strong, including reds, blues, greens, and yellows.
- Linework is sharp and consistent across all panels.
- Dialogue text is clean and fully legible.

Paper Condition

- Paper remains flexible despite visible aging.
 - No staining, moisture rippling, or fiber separation is present.
-

Inside Page Set 2 – Footprint Investigation Sequence



Overall Scene & Composition

- This page shows characters discovering footprints outside a home and debating their origin.
- Panels depict doorways, fences, sidewalks, and yard areas as characters search for clues.
- A disguise plan is proposed to test whether the footprints belong to a known individual.
- The sequence ends with characters reacting to the results of the experiment.

Condition & Surface Characteristics

- Oxidation is pronounced along the outer margins and gutter.
- Light rubbing is visible in flat-color background areas.
- No structural damage is present.

Color & Printing Quality

- Colors remain evenly printed with good saturation.
- Linework and borders remain crisp.
- Lettering is sharp throughout.

Paper Condition

- Paper shows uniform toning but remains intact and flexible.
 - No tears or chips are visible.
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Inside Page Set 3 – Beard Drawing Scheme

Overall Scene & Composition

- A character complains about unwanted drawings appearing on photographs displayed in a public space.
- Another character is instructed to deliberately draw exaggerated beards on the photographs for payment.
- Panels show repeated drawing activity, discussion of compensation, and reactions from passersby.
- The sequence culminates with a plan to add even more hair to the images to exaggerate the effect.

Condition & Surface Characteristics

- Heavy oxidation is visible, especially near the edges.
- Minor surface abrasions appear in lighter areas.
- No folds, tears, or losses are present.

Color & Printing Quality

- Colors remain stable and well-saturated.
- Linework is clean with no misregistration.
- Text is uniformly printed and easy to read.

Paper Condition

- Paper remains flexible with no brittleness cracking.
 - No moisture damage or staining is visible.
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Inside Page Set 4 – Witch Chase / Moon Sequence

Overall Scene & Composition

- The page depicts a fast-paced fantasy chase involving a witch riding a broomstick at high speed.
- Characters pursue or react as the chase escalates into the sky and toward the moon.
- Panels show increasing scale, with the moon growing larger and a dramatic collision occurring.
- The sequence concludes with characters observing a new crater on the moon and commenting on the outcome.

Condition & Surface Characteristics

- Oxidation is heavy but uniform across the page.
- Very light surface wear is visible in pale sky and space backgrounds.
- No tears, creases, or missing sections are present.

Color & Printing Quality

- Blues, yellows, reds, and blacks remain vivid.
- Linework is sharp and consistent throughout.
- Motion effects and impact lettering print clearly.

Paper Condition

- Paper remains stable and flexible.
 - No brittleness, staining, or moisture effects are observed.
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Overall Impression – Inside Pages

A strong and cohesive set of interior pages with vivid color, clean printing, and age-typical oxidation. All pages remain structurally intact, flexible, and free from tears or moisture damage, presenting well for a 1954 Golden Age Dell comic.

Centerfold Observations

Marge's Little Lulu Vol. 1 No. 67 (January 1954)



Photo Validation

- The photo is clear, evenly lit, fully framed, and adequate for evaluation.

Overall Scene & Composition

- The two-page centerfold depicts a winter street scene with multiple characters running and walking along a snow-covered sidewalk bordered by brick walls and fences.
- Footprints in the snow form a visual trail that the characters repeatedly reference as they move through the scene.
- Panels show characters rounding corners, entering and exiting alleys, and regrouping to discuss what they are seeing on the ground.
- A snowman appears in several panels as a point of interest, with characters stopping to inspect it before continuing onward.
- The narrative progresses left to right across both pages, emphasizing movement, pursuit, and investigation in a neighborhood setting.

Condition & Surface Characteristics

- Heavy age-related oxidation is visible across both pages, especially along the outer margins.
- Mild gutter darkening is present but the fold remains intact with no splitting.
- Light surface speckling appears in lighter background areas but does not obscure artwork or text.
- No tears, folds, or missing sections are visible.

Color & Printing Quality

- Colors remain strong and well-saturated, particularly reds, blues, yellows, and greens used in clothing and background elements.
- Linework is clean and consistent with no visible misregistration.
- Speech balloons and lettering are sharp and fully legible across all panels.

Paper Condition

- Paper remains flexible despite heavy oxidation.
- No moisture rippling, staining, or fiber separation is visible.
- Page edges are intact with only minor rounding consistent with age.

Overall Impression

A visually engaging and well-preserved centerfold featuring clear storytelling, strong color retention, and intact structure. Oxidation is age-typical, but the pages remain flexible, readable, and free of structural defects for a 1954 Golden Age issue.

Spine Observations

Marge's Little Lulu Vol. 1 No. 67 (January 1954)



Photo Validation

- The photo is clear, side-angled, well-lit, fully framed, and adequate for spine evaluation.

Overall Setting & Perspective

- The comic is resting horizontally on a white wire rack, photographed from a low side angle that clearly shows the full spine edge and the alignment of the front cover relative to the interior pages.
- The rack supports the comic evenly, allowing the spine profile and curvature to be observed without obstruction.

Spine Shape & Alignment

- The spine appears generally straight with no pronounced roll.
- A shallow natural curvature is present, consistent with a saddle-stitched Golden Age comic resting under its own weight.
- The front cover lies mostly flush against the interior pages with no visible lifting along the spine.

Spine Surface Condition

- Light to moderate color thinning is visible along the spine fold, especially where the cover ink meets the edge.
- Several fine vertical stress lines are present, consistent with handling and opening over time.
- No full-length spine splits are visible.

Staple Zone Condition

- The staple positions are visible as subtle impressions beneath the cover paper.
- No tearing, paper separation, or staple pull-through is visible from this angle.
- No obvious rust migration is visible on the exterior spine surface in this view.

Edge & Corner Wear

- The upper and lower spine corners show mild rounding and compression consistent with age.
- No missing material or severe fraying is visible at the spine corners.

Overall Impression

A stable and well-aligned spine with age-typical wear, including light color loss and stress lines. No spine roll, splitting, or visible staple failure is evident, and overall structural integrity appears intact for a 1954 Golden Age comic.

Staples Observations

Marge's Little Lulu Vol. 1 No. 67 (January 1954)

Photo Validation

- The photos are clear, close-range, well-lit, and adequately show the staple areas and surrounding paper for evaluation.

Upper Staple Area



- The upper staple is fully visible and seated correctly within the spine fold.
- Light to moderate oxidation is present on the metal, visible as darkening along the staple surface.
- The surrounding paper shows localized discoloration and darkening consistent with age and metal contact.
- Minor paper compression is visible immediately above and below the staple, but no tearing, splitting, or pull-through is evident.
- The staple hole remains tight, with no enlargement or deformation.

Lower Staple Area



- The lower staple is visible and properly aligned along the spine fold.
- Mild oxidation is present, similar in appearance to the upper staple.
- Surrounding paper shows slight toning and compression but remains intact.
- No cracks, tears, or separation are visible in the paper around the staple entry point.
- The spine fold remains continuous and unbroken at the lower staple location.

Overall Impression

Both staples show **age-typical oxidation and minor paper compression**, but remain firmly seated and structurally sound. There is **no evidence of staple pull-through, tearing, or spine failure**, and the binding integrity appears stable for a 1954 Golden Age comic.

Brittleness Test Observations

Marge's Little Lulu Vol. 1 No. 67 (January 1954)



Photo Validation

- The photo is clear, close-range, well-lit, and adequately shows the page edges and paper behavior for brittleness assessment.

Overall View of the Test

- The image shows a small stack of interior pages with the lower outer corner gently lifted, exposing the layered page edges.
- The pages are lifted only slightly, allowing observation of natural paper response without forced bending.

Page Flex Response

- The pages flex together smoothly, forming a shallow curve rather than a sharp crease.
- No cracking, snapping, or splitting is visible along the lifted edges.
- The page layers remain cohesive with no separation between sheets.

Color & Oxidation Indicators

- The paper exhibits deep tan to light brown oxidation consistent with early-1950s Dell newsprint.
- Oxidation appears uniform across the visible page edges with no dark spotting or localized staining.

Surface Texture & Fiber Condition

- The paper edges appear dry and matte but do not show powdering or fiber shedding.
- Fibers at the edges remain intact, with no fraying, feathering, or granular breakup.

Mechanical Stress Behavior

- The pages resist slightly when lifted but bend evenly without forming stress lines or whitening.
- When released, the pages settle back naturally without stiffness or deformation.

Overall Impression

The interior pages show **advanced oxidation** but remain **flexible and non-brittle**. The paper bends cleanly without cracking or fiber failure, indicating stable paper condition despite age.